



Vision: A New Mexico where mothers and their children experience the health and bonding benefits provided by breastfeeding.

The mission of the New Mexico Breastfeeding Task Force is to improve the health of New Mexico families by creating supportive environments in which breastfeeding is the cultural norm. We strive to bridge the gap in breastfeeding disparities and are committed to making sure all families have the support they need to reach their breastfeeding goals. A breastfeeding culture includes all forms of feeding human/mother's milk including pumping, donor milk feeding and milk sharing.

Strategies / Priority Areas

Bridge Gaps in Disparities

Reduce barriers to participation for underrepresented communities and increasing equity within our organization, membership and programs to reflect the communities we serve.

Sustainability and Capacity Building

Grow the organization and chapters to support a strong infrastructure and ongoing success to support the delivery of informed breastfeeding education and support.

Professional Development and Education

Provide resources to lactation professionals, providers and potential providers to support the delivery of informed breastfeeding support.

Current Funded Activities

- Increase the diversity of both volunteer (Board and Chapters) leadership and contractors/staff to reflect diversity of NM
- Develop a strategic outreach plan targeting underrepresented populations.
- Establish milk depots in partnership with Colorado nonprofit milk bank within at least three NICUs in NM & educate NICU staff on value of human milk for premature babies.

- Establish an ongoing Development Plan to diversify revenue options and maximize opportunities.
- Establish Board of Directors and member approved strategic plan.
- Modify chapter action planning to reflect a streamlined process, with additional process documentation and guidance for chapter reporting.
- Develop and distribute a chapter toolkit
- Provide Chapter templates for documentation and succession planning.
- Increase collaborative partnerships in focused areas of work
- Develop a social entrepreneur venture providing lactation services.

- Conduct Advanced Concepts in Breastfeeding Annual Conference
- Organize and execute face-to-face collaborative events with ENM
- Secure presenters/ content experts to deliver Telehealth educational, content specific sessions for providers and other clinical staff participating in the Reducing Breastfeeding through Quality Improvement Initiative
- Establish plan for lactation career pathway
- Provide management of the operation and lactation education components of the WIC BPC Grant through a Project Manager who is a lactation expert and who is to work under the direction of the WIC Breastfeeding Promotion Manager.

Volunteer Driven Activities

- Explore partnership with Juarez, MX milkbank
- Interpretation services / bilingual materials
- Support efforts on breastfeeding behind bars
- Support rehab organizations of recovering moms

- Provider education
- Coordination, hosting or participating binational conferences



New Mexico Breastfeeding Task Force

Strategic Plan

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Strategies / Priority Areas

Advocacy Support and lead policy change to create an environment more supportive to breastfeeding families.	Evidence-Based Improvements Continuous process improvement based on data and research.	Create Supportive Environments Continuity of support to breastfeed (healthcare, schools, businesses, public) and access for support on all levels	Community Engagement Societal commitment honoring breastfeeding families and community accountability
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Current Funded Activities

	<ul style="list-style-type: none"> Complete statewide workplace assessment on readiness, attitudes, awareness and compliance with state law. Identify leading causes of breastfeeding cessation for WIC clients statewide Measure the impact of WIC Breastfeeding Peer Counselors services on breastfeeding duration rates using established tools to quantify. Complete annual Outreach and Chapter Engagement evaluation/program adjustment analysis. Conduct needs assessment and create plan for chapter capacity training/development 	<ul style="list-style-type: none"> Provide Breastfeeding Peer Counselor (BPC) services for the NM Supplemental Nutrition Program for Women, Infants and Children (WIC). Services provided by BPCs, who are recruited, hired and directed by WIC program Region Staff. Provide fiscal agent services to administer payment system for the WIC BPC Program. Recruit employer clients to apply for the Family Friendly Business Award. Increase the # of NM hospital births in Baby-Friendly USA (BFUSA) Designated facilities to 80%. Increase the # of employers with breastfeeding policies Forge outpatient clinic partnerships for future programs 	<ul style="list-style-type: none"> Contribute to the development and execution/facilitation of the Community Advisory Board Increase membership Increase # of Chapters across state Increase Chapter leadership participating annual trainings Increase member involvement Identify key spokespeople, to facilitate growth and diversity of NMBTF leadership, by increasing public recognition of Chapter success
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Volunteer Driven Activities

<ul style="list-style-type: none"> Paid family leave with adequate time and family friendly work environments with daycare on site that support infants and toddlers being fed 		<ul style="list-style-type: none"> Speak to more providers about NMBTF Support for moms experiencing difficulties Mentor program for moms without access to BPCs through WIC Lactation provider Licensure 	<ul style="list-style-type: none"> Public education around breastfeeding Participation in community health fairs Engage families and fathers Work with artists to create imaging authentic and specific to regions/cultures
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